



RIVERSIDE MEDICAL CENTER, INC.



METRO PACIFIC HEALTH
THE HEART OF FILIPINO HEALTHCARE

DEPARTMENT: Sales and Marketing Division		POLICY NUMBER: DPOTMH-APP-MKTG-P001-(01)	
TITLE/DESCRIPTION: MARKETING COLLATERAL & DOCUMENTATION REQUEST POLICY			
EFFECTIVE DATE: February 29, 2024	REVISION DUE: February 28, 2027	REPLACES NUMBER: DPOTMH-H-96-P01	NO. OF PAGES: 1 of 7
APPLIES TO: All RMCi Employees		POLICY TYPE: Administrative	

PURPOSE:

To provide a guideline on how to request marketing collateral and documentation among the employees of Riverside Medical Center Inc.

DEFINITIONS:

Marketing collateral – as the collection of media used to support the sales of a product or service, including brochures, sell sheets, audio, video, online and print, and other promotional materials. It is also defined as the collection of media used to support the sales of a product or service. Historically, the term "collateral" specifically referred to brochures or sell sheets developed as sales support tools. These sales aids are intended to make the sales effort easier and more effective. The brand of the company usually presents itself by way of its collateral to enhance its brand through a consistent message and other media and must use a balance of information, promotional content, and entertainment.

RESPONSIBILITY:

Marketing Head, Client Relations and Communications Manager, Marketing Supervisor, Graphic Designers

POLICY:

1. All marketing material requests shall be made by submitting a request form or email (with all the details in the request form). Advanced notice of at least three (3) days shall be required for ALL projects. The completion date shall be dependent on the project scope and available resources. Requests made via phone or any other means may not be accommodated.
2. Requests made after 3:00 PM shall be acknowledged the following day.
3. The Marketing Section shall have the authority to determine whether or not the request shall be accommodated and how the request shall be fulfilled.
4. Exemption from the policy shall be determined and signed by the Sales & Marketing Division Head and the President/CEO. Exemption from this policy may include the following:
 - 4.1 Materials that are requested by the President/CEO.





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4.2 Materials that may pose health risk if not processed or implemented.

5. The requesting department shall be responsible for funding printed materials (in-house or outside) and/or any other production resources. It shall be the requesting party's responsibility to seek budget approval from their department.

6. Non-Adherence Consequences:

6.1 Material Evaluation: The Marketing section and Corporate Communications department shall regularly review all marketing materials to ensure compliance with the company's branding guide. Any materials found to deviate significantly from the established guidelines shall be considered non-adherent.

6.2 Removal of Non-Adherent Materials: Upon identification of non-adherent materials, the Marketing section and Corporate Communications department have the right to remove or withdraw them from circulation. This includes but is not limited to, physical and digital materials, such as brochures, advertisements, social media posts, videos, and any other promotional content.

6.3 Communication with Stakeholders: In case of removal, the Marketing section and Corporate Communications department shall promptly notify the relevant stakeholders responsible for the non-adherent materials, providing clear explanations for the removal and highlighting the specific areas of non-compliance.

7. Remedial Actions:

7.1 Rectification Process: The stakeholders responsible for the non-adherent materials shall be informed of the necessary corrections required to align with the company's branding guidelines. They shall be given a reasonable time frame to rectify the issues and resubmit the materials for review.

7.2 Repeated Non-Adherence: In the event of repeated non-adherence or failure to rectify the materials within the specified time frame, further actions may be taken, including but not limited to disciplinary measures in accordance with company policies and procedures.





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8. Compliance Monitoring:

- 8.1 Ongoing Evaluation: The Marketing section and Corporate Communications department shall continually monitor the adherence to branding guidelines and policies across all marketing materials. This includes conducting periodic audits, inspections, and quality checks.
- 8.2 Collaboration and Guidance: The Marketing section and Corporate Communications department shall work collaboratively with other teams and stakeholders, providing guidance, support, and necessary resources to ensure compliance with the company's branding standards.

9. Appeals and Disputes:

- 9.1 Any appeals or disputes regarding the removal of materials due to non-adherence to branding guidelines should be addressed through the Corporate Communications division, following the appropriate escalation and resolution procedures.
- This policy shall be periodically reviewed and updated as necessary to reflect changes in branding guidelines, industry standards, and business requirements. Revisions shall be communicated to all relevant parties to ensure awareness and compliance.
 - By implementing this policy, the company aims to maintain a consistent and cohesive brand identity, protect its reputation, and deliver a unified brand experience to its stakeholders and target audience.

PROCEDURE (SOP): N/A






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WORK INSTRUCTION:	
KEY TASKS	PERSON RESPONSIBLE
1. Submits the request by filling out the Marketing Collateral Request Form or thru email (with all the details in the request form).	Requesting party/ Department
2. Submits the request to the marketing department.	Requesting party/ Department
3. Assess the request accordingly.	Marketing Section Personnel
4. Grants exemption to the policy if necessary.	Sales and Marketing Division Head
5. Grants the final approval of any exemption from the policy.	President/ CEO
6. Sets up a planning meeting if required.	Marketing Section Personnel
7. Coordinates with the departments regarding the needs and specification of the marketing collateral.	Marketing Section Supervisor
8. Processes the requested marketing collateral and send the details to the commissioned Graphic Designers.	Marketing Section Personnel
9. Informs the requesting party of the expected completion time.	Graphic Designers
10. Creates layout and sends final layout to requesting department.	Marketing Section Personnel
11. Responsible for processing purchase requests and printing of the requested marketing collateral.	Requesting Department
	



DR. PABLO O. TORRE
MEMORIAL HOSPITAL

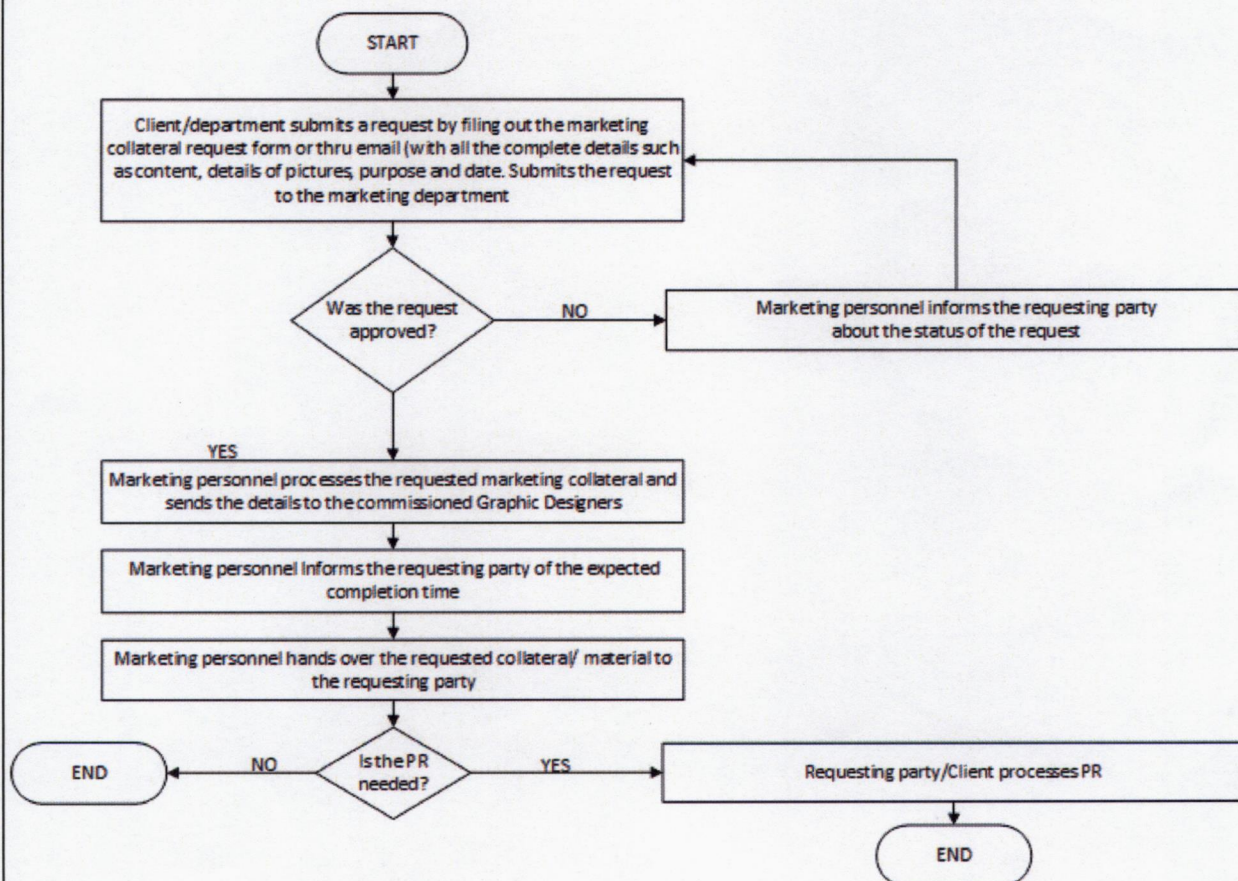
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WORK FLOW:



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FORM: DPOTMH-MKTG-F002-(01)
EQUIPMENT: N/A
REFERENCE: N/A





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APPROVAL:				
	Name/Title	Signature	Date	TQM Stamp
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	NOEL P. GARBO General Services Head		2/7/2024	
	ROSARIO D. ABARING Ancillary Division Head		02.08.2024	
	NANCY B. HIZON Human Resources Division Head		2.21.2024	
	MA. ANTONIA S. GENSOLI, MD VP/Chief Medical Officer		2.21.24	
	SOCORRO VICTORIA L. DE LEON VP/Chief Operating Officer		02/26/2024	
Final Approved by:	GENESIS GOLDI D. GOLINGAN President and Chief Executive Officer		MAR 07 2024	

